



## County/Community Marketing Program, 2017–18

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updated July 2017 (new features for 2017-18 highlighted)

**As your region-wide promotional and advisory partner in 52 counties of the Texas Plains and Panhandle, the Texas Plains Trail Region staff and volunteers can help stretch your marketing, programming, and training dollars for your benefit—and that of your visitors.** We know your resources and staff are limited. But we're here to let people know about the authentic stories and authentic places of the Lone Star State, as a way to help preserve our heritage and make our communities attractive places to visit, live, and work. We believe in you!

**And although the Texas Heritage Trails are partially supported statewide by the Texas Historical Commission, state financial support currently covers less than half of our modest operating expenses.** We are able to help our counties in direct proportion to your annual monetary contribution. Please note and budget your county's contribution (assigned to funding tiers by 2010 Census population) to continue our work on your behalf.

**Your contribution covers the following promotions and programs:**

Promotion	Reach	Estimated annual value
Promotion via statewide Texas Heritage Travel Guide booklet, distributed at 12 Texas Travel Information Centers statewide, displayed at state museums and historic sites, mailed to individual travelers on request, and made available for immediate download worldwide	>60,000 copies annually	\$5,000
Texas Plains Trail Region online calendar of events	50,000	\$2,000
Annual Texas Plains Trail Visitors' Guide, co-produced with West Texas TravelHost Magazine	20,000	Content, design, administration, distribution \$5,000
FREE tourism literature distribution at Palo Duro Canyon State Park Visitor Center, with more than 70,000 visitors annually (inside #1 state park in America 2015, with > 305,000 visitors annually)	>70,000 impressions x 160 literature slots	\$2,500
Print and online advertising in channels such as West Texas TravelHost, Texas Outdoor Drama program, <i>Authentic Texas</i> magazine, and various community guides	>100,000 impressions	Media \$8,000 Administration & design \$2,500
Annual travel and trade show exhibitions, with booth staffing and literature distribution: Texas Travel Industry Association Travel Fair, Amarillo Business Connection, Lubbock Business Expo, Texas Travel Rally, Texas Plains Trail Tourism & Preservation Roundup <b>NOTE State Fair of Texas distribution will incur \$250 one-time cost for non-participating counties, for FY18</b>	Ranges from 1,000 for trade shows to millions for State Fair of Texas	Booth rental, decorating, and staff value exceed \$10,000
Social media marketing: Your event, community, and site postings, images, and regular updates on the Texas Plains Trails website, regional social media (including 9M Facebook followers, Twitter, Flickr, blog, and more); monthly newsletter of events, news, photos, 2.5M subscribers	@9,060 Facebook followers 3,400+ newsletter subscribers	Design, content editing, administration, hosting \$2,500
TexasTimeTravel.com statewide heritage tourism website, travel planner, and event calendar, discoverable worldwide (2,100+ content pages devoted exclusively to Texas Plains Trail cities, sites, events, info)	Hundreds of thousands of visits annually	Design, content editing, administration, hosting \$5,000
<i>Authentic Texas</i> magazine, launched in spring 2016: editorial coverage and advertising opportunities in the state's only heritage tourism	30,000 distribution	\$5,000 in editorial &

magazine, with free distribution statewide	statewide	events alone
Texas Plains Trail promotional video available on YouTube and via partner links and social media	Launched May 2016	\$5,000
Texas Plains Trail Region highway map (to be updated FY18)	50,000	\$2,000
Texas Plains Trail branded door signage for partners		\$25
Texas Plains Trail branded promotional merchandise distributed at regional meetings and events, and civic group presentations: 52-County Texas Fifty-Two-Step Deck of Cards; auto sunshades; luggage tags; trailer hitches; keychains; travel journals; pens		\$100
Early bird discounts on annual Tourism & Preservation Round-up exhibitor space and registration		\$5 per participant
Free, or low-cost, informational and training presentations (including Texas AgriLife's Texas Friendly Hospitality Training) to civic groups, schools, and organizations		\$250
Libraries (more than 15,000 images) of high-quality, high-resolution photographs of your communities, stored online and available for immediate search, download, and use, at no extra charge		\$5,000
Share Our County photo archive of images by photographer Rick Vanderpool		\$5,000
Other resources available to partners <ul style="list-style-type: none"> <li>• Cooperative memberships in Texas Travel Industry Association, Preservation Texas, Panhandle Tourism Marketing Council, and other professional groups, to share news and benefits</li> <li>• Extensive networking with regional and state tourism groups</li> <li>• Access to statewide and community tourism impact statistics</li> <li>• Representation in tourism and preservation advocacy efforts</li> <li>• Resource for grant opportunities and grant-writing training, including TPTR's own Partnership Mini-Grants</li> <li>• Community assistance in workshops, festival planning, board training, organization presentations</li> <li>• Tourism literature critique</li> <li>• Media representation in regional newspapers, radio, and television</li> <li>• Assistance with educational programs for school districts, service learning projects, and 4-H Extension, and other youth programming</li> <li>• Use of TPTR logo on your website and marketing communications</li> <li>• Participation in our bi-monthly board meetings held in the region</li> </ul>		\$500
Coming in FY18, thanks to successful grant funding: Texas Plains Trail Rack Card/Literature Distribution for every county. An additional \$2,500 per county value!		\$2,500
<b>TOTAL ESTIMATED IMPRESSIONS / TOTAL ESTIMATED VALUE</b>	<b>Millions</b>	<b>&gt;\$67,880</b>

In addition, it is our dedicated group of volunteers who conceive of, plan, and implement such imaginative programs as the Quanah Parker Trail ([www.QuanahParkerTrail.com](http://www.QuanahParkerTrail.com)), our Hunt for History on Amarillo's Route 66, our 2010 52-County Stamp Cancel, and our 2015–17 Texas Fifty-Two-Step Tour, which draw visitors and favorable publicity to our counties and communities now and in the future.

We welcome your contribution—and your questions, at 806.747.1997, or e-mail [info@TexasPlainsTrail.com](mailto:info@TexasPlainsTrail.com).

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